

# SAVING ENERGY TOGETHER

FEB 1-7, 2015

Join businesses across the province who will put on a sweater this February and turn down their heat at work and at home to create awareness for energy conservation while collecting items of warm clothing for local charities.



TURN DOWN  
The  
HEAT  
WEEK

#turndowntheheatweek

## Request for your business to participate

#turndowntheheatweek

Business Improvement Areas of BC along with your local Business Improvement Association would like to invite you to participate in our 3<sup>rd</sup> annual **Turndown the Heat Week**. Turn Down the Heat Week is proudly sponsored by FortisBC as part of their ongoing commitment to work with BC businesses to improve energy efficiency and to show you how that can have a positive effect on your bottom line. You along with many other businesses across the province will be promoting energy conservation and encouraging customers to turn down their heat at home and at work, wear a sweater and to donate sweaters for people in need.

### **Your BIA will be providing you with the following to assist with promotions – we're making it easy!**

- 11 x 17 event posters
- 11 x 17 donation box label
- Digital graphics for social media use
- Small flyers at the till or for bag inserts
- Press release template for local media
- Content for sharing on social media

*Download electronic jpeg graphics of the Turn Down the Heat Week event for Facebook and your own website from: [www.bia.bc.ca](http://www.bia.bc.ca) under the sustainability tab under Turn Down the Heat Week. You can use some of these graphics to post how things are going with the event at your place of business so that people all across the province can see your enthusiasm.*

### **Use this event to get attention about your business involvement!**

#### **How can you get involved as a business? What are some goals?**

- Make it your goal to gather a minimum 20 gently used sweater donations during the campaign week February 1-7, 2015. You can also accept donations of hats, gloves, mittens, sleeping bags...anything warm. Although you are encouraged to meet the minimum, anything you can take in will be greatly accepted by the charity in your area your BIA has chosen to donate to.
- Post the poster provided in your business in a visible location.
- Display the provided flyer in your business or pop them in your customer's shopping bag to encourage awareness and participation.
- Most importantly "Turn Down the Heat" at work and at home and wear a sweater the week of February 1-7, 2015 to show your support.
- Post a sign beside your thermostat at work and at home to let others know what you are doing and why.
- Be creative with your sweater donation box and display it in a visible area in your business.

- Create an accompanying promotion during the campaign to promote energy conservation i.e. sale on sweaters, heaters, hot beverages, etc or perhaps offer an incentive for donations – get creative and share what you are offering!
- Post & boast on your website and social media channels i.e. Facebook, Twitter, etc. about the campaign and your goal to collect 20+ sweaters. Channel attention to the unique way you might want to participate. Repost all BIABC's facebook posts and tweets during the event. Always include our hashtag [#turndowntheheatweek](#) and tag @FortisBC where possible
- Check back with our Facebook page after the event to learn how many sweaters were donated in total by businesses across BC! Last year business in BIA areas across the province collected over 5000 sweaters for local charities!

Presented by: **Your BIA name**, Business Improvement Areas of BC.  
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